



Order / Rev: 710562 - 1  
 Alt Order #: 6300585  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Priorities USA Action  
 Product Desc: PRIORITIES USA ACT  
 Estimate: 1561

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WTLV	09/21/12	09/21/12	M-F 5-6a M-F 5-6am	CM	5a-6a	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
GDMORNJKSNRSE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$250.00		0.00						
4	WTLV	09/21/12	09/21/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	----F--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
FIRST CST-5:30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$400.00		0.00						
5	WTLV	09/21/12	09/21/12	Today Show M-F 7-9am	CM	7a-9a	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$500.00		0.00						
6	WTLV	09/21/12	09/21/12	Today Show II M-F 9-10am	CM	9a-10a	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$250.00		0.00						
7	WTLV	09/24/12	09/24/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$150.00		0.00						
8	WTLV	09/24/12	09/24/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$250.00		0.00						
9	WTLV	09/24/12	09/24/12	M-F 5-6a M-F 5-6am	CM	5a-6a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
GDMORNJKSNRSE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$250.00		0.00						
10	WTLV	09/24/12	09/24/12	M-F 6-7a M-F 6-7am	CM	6a-7a	M-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
GDMRN JCKSNVLL<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$600.00		0.00						
11	WTLV	09/24/12	09/24/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
JEOPARDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$800.00		0.00						
12	WTLV	09/24/12	09/24/12	Today Show II M-F 9-10am	CM	9a-10a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$250.00		0.00						
13	WTLV	09/22/12	09/22/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
WHEEL-FORTNE W															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$250.00		0.00						
14	WTLV	09/22/12	09/22/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$300.00		0.00						
15	WTLV	09/23/12	09/23/12		CM	Sun 6p-6:30p	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun 6-630p											
				Sun 6-630pm											
				FIRST CST NW@6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$300.00		0.00			
16	WTLV	09/20/12	09/20/12	M-F 10-11a	CM	M-F 10a-11a	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				Today Show 3											
				TODAY SHW3-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$250.00		0.00			
17	WTLV	09/20/12	09/20/12	Tonight Show	CM	1135p-1237a	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				Tonight Show											
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$250.00		0.00			
18	WTLV	09/20/12	09/20/12	Late Night	CM	1235a-135a	---T---	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
				Late Night w/Jimmy Fallon											
				J FALLON-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$80.00		0.00			
19	WTLV	09/20/12	09/20/12	M-F 12-1230p	CM	M-F 12p-12:30p	---T---	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				FCN Noon News											
				FIRST CST-NOON<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$200.00		0.00			
20	WTLV	09/20/12	09/20/12	M-F 4-5p	CM	M-F 4p-5p	---T---	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
				Ellen											
				ELLEN<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$175.00		0.00			
21	WTLV	09/20/12	09/20/12	M-F 6-7a	CM	6a-7a	---T---	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
				M-F 6-7am											
				GDMRN JCKSNVLL<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$600.00		0.00			
22	WTLV	09/20/12	09/20/12	M-F 7-730p	CM	M-F 7p-7:30p	---T---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				Wheel of Fortune											
				WHEEL-FORTNE<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$700.00		0.00			
23	WTLV	09/18/12	09/18/12	M-F 10-11a	CM	M-F 10a-11a	-T-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				Today Show 3											
				TODAY SHW3-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$250.00		0.00			
24	WTLV	09/18/12	09/18/12	M-F 11a-12p	CM	M-F 11a-12p	-T-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
				First Coast Living											
				FIRST COAST LVNG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$80.00		0.00			
25	WTLV	09/18/12	09/18/12	M-F 12-1230p	CM	M-F 12p-12:30p	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				FCN Noon News											
				FIRST CST-NOON<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$200.00		0.00			
26	WTLV	09/18/12	09/18/12	M-F 4-5p	CM	M-F 4p-5p	-T-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
				Ellen											
				ELLEN<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$175.00		0.00			
27	WTLV	09/18/12	09/18/12		CM	6a-7a	-T-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00

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 Product Desc: PRIORITIES USA ACT  
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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a											
				M-F 6-7am											
				GDMRN JCKSNVLL<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$600.00		0.00						
28	WTLV	09/18/12	09/18/12	Today Show	CM	7a-9a	-T-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				M-F 7-9am											
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$500.00		0.00						
29	WTLV	09/19/12	09/19/12	Days of Our Lives	CM	M-F 1p-2p	--W----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				Days of Our Lives											
				DAYS-OUR LIVES<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$150.00		0.00						
30	WTLV	09/19/12	09/19/12	M-F 11a-12p	CM	M-F 11a-12p	--W----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
				First Coast Living											
				FIRST COAST LVNG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$80.00		0.00						
31	WTLV	09/19/12	09/19/12	Late Night	CM	1235a-135a	--W----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
				Late Night w/Jimmy Fallon											
				J FALLON-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$80.00		0.00						
32	WTLV	09/19/12	09/19/12	M-F 5-530p	CM	M-F 5p-5:30p	--W----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				M-F 5-530pm											
				FIRST CST NW@5<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$300.00		0.00						
33	WTLV	09/19/12	09/19/12	M-F 5-6a	CM	5a-6a	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				M-F 5-6am											
				GDMORNJKSNRSE<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$250.00		0.00						
34	WTLV	09/19/12	09/19/12	Today Show	CM	7a-9a	--W----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				M-F 7-9am											
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$500.00		0.00						
35	WTLV	09/19/12	09/19/12	Today Show II	CM	9a-10a	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				M-F 9-10am											
				TODAY SHW2-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$250.00		0.00						
													Totals	35	\$10,360.00